

ATTACHMENT F

ASSESSMENT OF PROGRAM EFFECTIVENESS

**Los Angeles County Flood Control District & County of Los Angeles
Fiscal Year 2012-13 Assessment of Program Effectiveness**

Los Angeles County Flood Control District (LACFCD) and the County of Los Angeles (County) are in full compliance with the Public Information and Participation Program (PIPP) objectives and Permit requirements for the five-year Permit cycle. The Los Angeles County Department of Public Works (LACDPW), on behalf of the LACFCD and County, continues to implement an innovative and proactive stormwater pollution prevention public education program. The effectiveness of the Stormwater PIPP is evaluated using quantitative and qualitative methods, and anecdotal information collected from program participants.

PIPP Strengths

The primary strength of LACFCD's and County's PIPP continues to be the expertise of our staff to coordinate paid media buys, media relations efforts, permittee technical assistance, and corporate partnerships in a proficient and cost-effective manner to encourage and facilitate pollution prevention behaviors by County residents. For example, the partnership between LACDPW and O'Reilly stores offered Do-It-Yourselfers a convenient and eco-friendly option to recycle used oil filters at stores located throughout the County.

LACDPW continued to develop and implement creative multimedia campaigns that included broadcast of stormwater pollution prevention messages through the following media outlets: radio; billboards; and newspapers. The campaign messages reached our target audiences and achieved an increase in advertising awareness for the promotion of used motor oil and oil filter recycling among the Chinese Market. During this reporting period, LACDPW did not conduct a resident survey.

PIPP Weaknesses

Limited funding is available to implement a comprehensive Countywide campaign through consistent media flighting to address all of the types of littering addressed in the numerical behavior change targets approved by the Regional Board in May 2002. Also, the cultural diversity of the target audiences continues to provide challenges to reach these residents and increase awareness about stormwater pollution in a cost effective manner to achieve the desired behavior change among these target audiences.

PIPP Highlights and Accomplishments

- Achieved approximately 93 million media impressions through the Countywide Stormwater/Urban Runoff Public Education and Used Oil and Used Oil Filter Recycling programs, paid and non-paid media campaigns.
- Circulated seven press releases in English, Spanish, and/or Chinese to promote used oil and used oil filter collection events that garnered more than 5.4 million audience impressions.

- Hosted two used motor oil collection event and five used oil filter collection events in County unincorporated areas that resulted in the recycling of more than 1,700 gallons of used motor oil and 550 used oil filters.
- Reached approximately 31,000 secondary school students who participated in more than 175 service learning projects.
- Collected approximately 4 million pounds of HHW/E-Waste through 54 collection events in FY 2012-13.

Interagency Coordination Between Cities

The LACFCD provided permittees with stormwater collateral materials in support of various watershed management groups. Interagency coordination of the LACFCD's and County's environmental hotline continued to facilitate turnkey coordination of responses to illicit discharge complaints. Also, the LACDPW updated the permittee's contact information that is accessible to the general public and residents by visiting the CleanLA.com website.

Future Plans For Program Enhancement

The LACFCD and County will implement a new public education program in compliance with the 2012 NPDES Permit. The LACFCD's and County's public education program will be communicated using strategies to leverage program messages cost-effectively and proficiently to empower target audiences to engage in desired behavior change.